



KSHB-TV

ORDER

Print Date 09/10/12

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Flight Dates **09/12/12-09/18/12**

Contract / Revision **310562 /**
Original Date / Revision
 09/10/12 09/10/12
Advertiser **Nixon / Democrat / Govern**

Agency **Campaign Group**
Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Product
Governor

Agency Com 15%
Billing Contact

1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:30:00

Estimate # **9/12-9/18**
Alt Order #

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 17% Market Value 78676

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	83%	65301
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	19	\$11,368.75	\$13,375.00	0.00	08/27/12	09/18/12	19	\$11,368.75	\$13,375.00
Totals	19	\$11,368.75	\$13,375.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	09/12/12	09/18/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	2	\$150.00	P-2	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/12/12	09/18/12	MTWTF--		2			\$150.00			0.00		
N 2	KSHB	09/12/12	09/18/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	3	\$525.00	P-2	0.00 NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/12/12	09/18/12	MTWTF--		3			\$525.00			0.00		
N 3	KSHB	09/12/12	09/18/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	2	\$700.00	P-2	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/12/12	09/18/12	MTWTF--		2			\$700.00			0.00		



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Contract / Revision **310562** Flight Dates **09/12/12-09/18/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:30:00

Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **9/12-9/18**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSHB	09/12/12	09/18/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	2	\$425.00	P-2	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/12/12	09/18/12	MTWTF--	2		\$425.00	0.00							
N 5	KSHB	09/12/12	09/18/12	Nightly News Nightly News	CM	530-6p	MTWTF--	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/12/12	09/18/12	MTWTF--	3		\$1,100.00	0.00							
N 6	KSHB	09/12/12	09/18/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/12/12	09/18/12	MTWTF--	3		\$750.00	0.00							
N 7	KSHB	09/12/12	09/16/12	NFL PreGame FNIA Football Night in America	CM	6p-715p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	-----S	1		\$1,200.00	0.00							
N 8	KSHB	09/12/12	09/16/12	NFL Game NFL Game	CM	7-1030p NFL Game	-----S	:30	1	\$2,100.00	P-3	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	-----S	1		\$2,100.00	0.00							
N 9	KSHB	09/12/12	09/18/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/12/12	09/18/12	MTWTF--	2		\$200.00	0.00							
Totals														19	\$13,375.00